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# BREEZY MANAGEMENT

THE WAY TO REACH YOUR NEW  
AUDIENCES

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## WHO ARE WE?



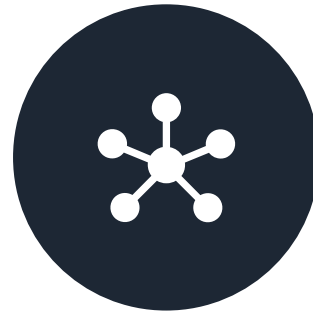
Record Label



Artist management



Playlisting, radio, online  
stations



Concentrated in the  
pop/dance sector

## CURRENT TRENDS WITHIN POP

### Positives

Has got faster in tempo

Made people happier in recent times (Duong, 2022)

Has created lots of sub genres

### Negatives

Lots of music that is considered as throw away music.

Lots of one hit wonders

There is a lot of competition with the largest artists taking up most of the revenue in the genre

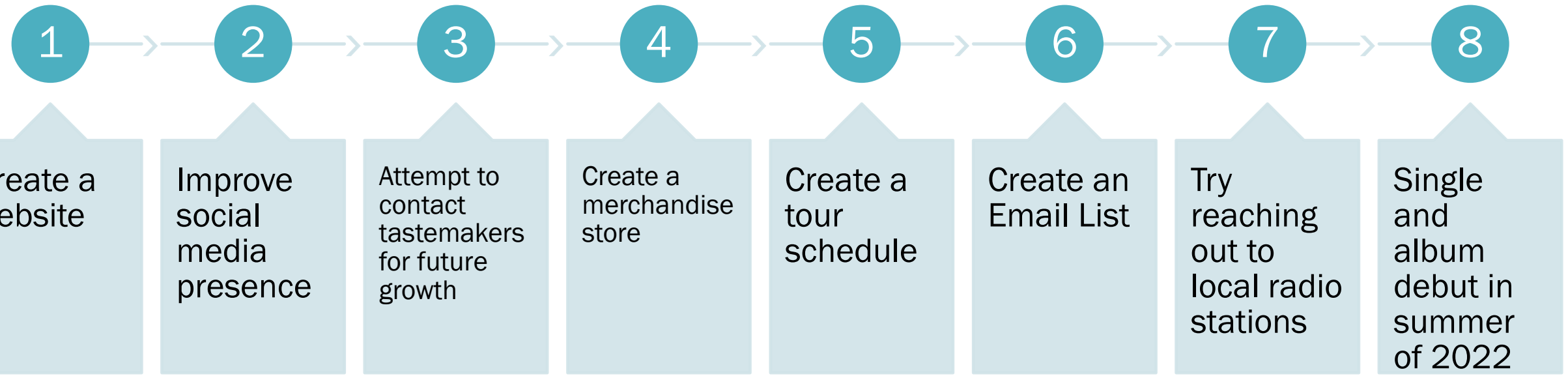
## THE ARTIST – TOM MARLOW

- Producer, songwriter, and DJ
- Pop/EDM Music
- Uses a lot of Plug ins and real instruments to create a upbeat and enjoyable music collection.



# SWOT ANALYSIS OF TOM MARLOW

| Strengths                                                                                                                                                                                  | Weaknesses                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Popular in the pop genre<br>New work is exciting and anticipated<br>The artist has worked in different sectors                                                                             | 1 year since last individual release<br>Must learn social media and the new technology advancements to his advantage                               |
| Opportunities                                                                                                                                                                              | Threats                                                                                                                                            |
| Physical music could be an option<br>Many audiences like the genre<br>Lots of playlists can support artists to reach new audiences<br>Has had past sponsorships by big labels such as Sony | Hard time understanding what direction to go into<br>Timing issues because of other life choices such as University<br>Not a Mainstream artist yet |



# STRATEGY

## MAIN AUDIENCE

16 – 24-year-olds

Mobile Devices

Both male and  
female

Age group like to go  
to live music events  
(Eventbrite Blog,  
2017)

Most likely age  
group to buy vinyl  
records  
(Kantar.com, 2018)

Streaming  
demographic

# RELEASE PLAN

| Week | Week ending           | Production and Delivery                                                                            | Live activity                          | Promo/Marketing activity                                                       |
|------|-----------------------|----------------------------------------------------------------------------------------------------|----------------------------------------|--------------------------------------------------------------------------------|
| -15  | April 25th            | Photoshoot for all future pictures and socials                                                     |                                        |                                                                                |
| -14  | 1 <sup>st</sup> May   | Socials are all working, and the website is live                                                   |                                        | Artwork is asked for and delivered by independent artists.                     |
| -13  | 8 <sup>th</sup> May   | Teaser video                                                                                       |                                        |                                                                                |
| -12  | 15 <sup>th</sup> May  | Socials are increasing slowly                                                                      |                                        | Instagram campaign starts                                                      |
| -11  | 22 <sup>nd</sup> May  | Make sure that the website has all features available such as email sign up and EPK/Bio available. |                                        | YouTube campaign starts/<br>google ads campaign starts                         |
| -10  | 29 <sup>th</sup> May  | Single released with music video put on video services                                             |                                        | Playlisting of on streaming platform with an emphasis on Spotify               |
| -9   | 5 <sup>th</sup> June  | Distribution is agreed upon, <u>fastrax</u> , <u>cdbaby</u>                                        |                                        | Blogs will be released around Tom's single and upcoming album                  |
| -8   | 12 <sup>th</sup> June |                                                                                                    |                                        | Start printing posters as leaflets and use through live events                 |
| -7   | 19 <sup>th</sup> June | Snippets are released to radio stations around the UK                                              |                                        | Small amount of radio promotion                                                |
| -6   | 26 <sup>th</sup> June |                                                                                                    | 2 weeks in Cayman islands <u>Djing</u> | Show on social medias that he is international, and he can do his job anywhere |
| -5   | 3 <sup>rd</sup> July  | Online website has new information about Tom                                                       |                                        |                                                                                |

## RELEASE PLAN (2)

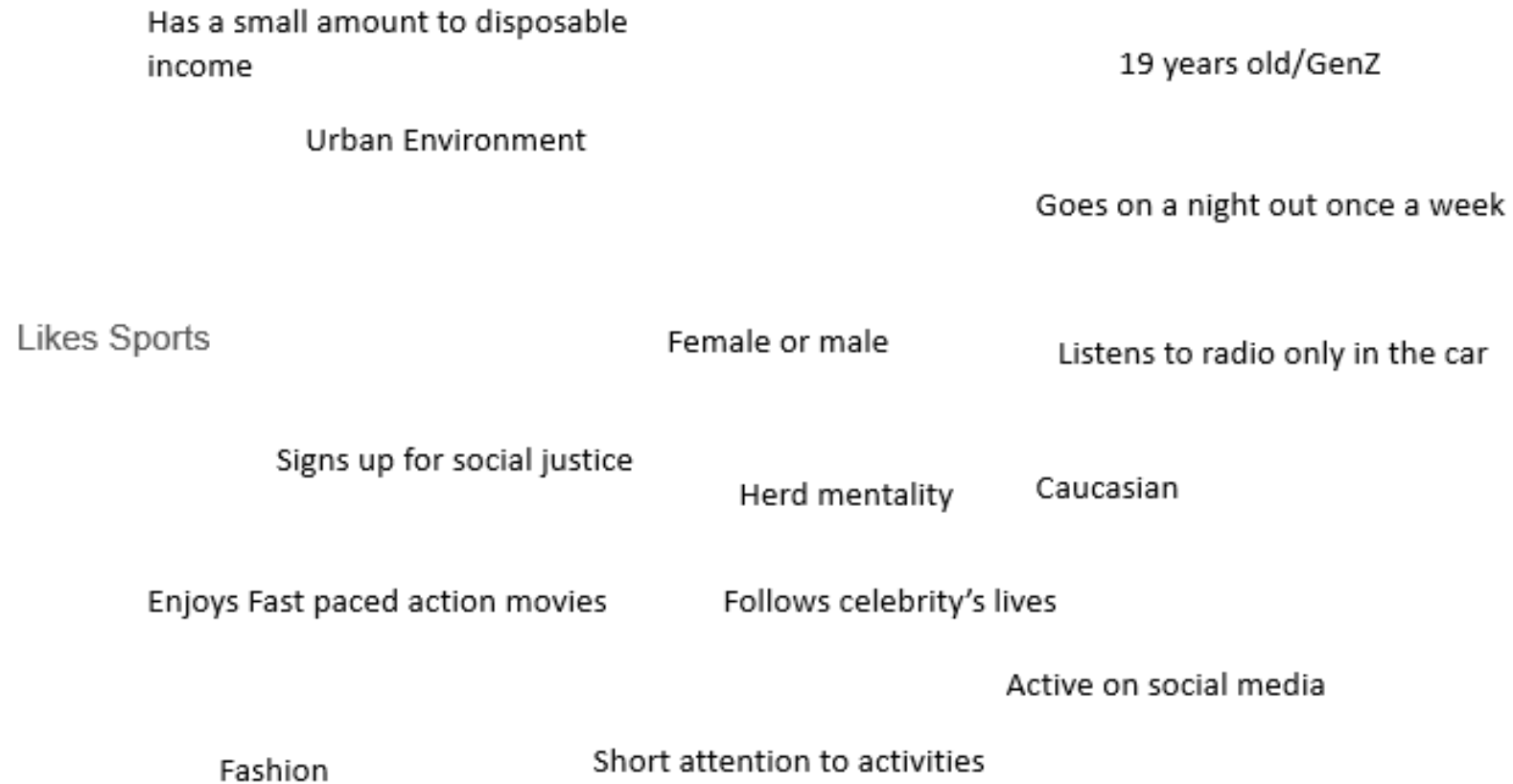
|    |                        |                                                     |                                                |                                                            |
|----|------------------------|-----------------------------------------------------|------------------------------------------------|------------------------------------------------------------|
| -4 | 10 <sup>th</sup> July  |                                                     |                                                | Clash and complex interviews                               |
| -3 | 17 <sup>th</sup> July  | Album pre-order is available on streaming platforms |                                                |                                                            |
| -2 | 24 <sup>th</sup> July  |                                                     | Week in Ibiza<br><del>Week in</del> dJing      |                                                            |
| -1 | 31 <sup>st</sup> July  |                                                     | Boat Party,<br>London 16 <sup>th</sup><br>July |                                                            |
| 0  | 7 <sup>th</sup> August | Album is released                                   |                                                |                                                            |
| +1 | 14 <sup>th</sup> July  |                                                     |                                                |                                                            |
| +2 | 21 <sup>st</sup> July  |                                                     |                                                | Spotify playlist promo ends                                |
| +3 | 28 <sup>th</sup> July  |                                                     |                                                | All social campaigns stop promoting unless very successful |

## BUDGET BREAKDOWN

| Description                 | Budgeted Cost (£) | Actual Cost (£) |
|-----------------------------|-------------------|-----------------|
| Artwork                     | £20.00            | £24.01          |
| Posters of artwork          | £40.00            | £28.80          |
| Video                       | £400              | £154.88         |
| Fastrax                     | £200              | £250 –          |
| CDBaby                      | £50               | £76 – s         |
| Social Media Advertising    | £420              | £525            |
| Website Creation            | £100              | £162.50         |
| Radio Advertising/Placement | £0.00             | £0.00           |
| Photoshoot                  | £250              | £279.94         |
| Blog and review prices      | £300              | £330 –          |
| Sending out EPK             | £50               | £24 – s         |
| Merchandise                 | £150              | £150 –          |
| Google advertising/ YouTube | £420              | £490            |
| Other video creations       | £300              | £120 –          |
| Snapshot Filter Price       | £400              | £150 –          |
|                             | £3,100            | £2765.1         |



# PSYCHOGRAPHIC SEGMENTATION OF THE AUDIENCE



(Qualtrics, 2022)

## SPOTIFY PLAYLIST PUSH





**THANKS FOR LISTENING**  
**ANY QUESTIONS?**



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